

US Giving to Canada

Taking Advantage of a Growing Trend

CAF
America



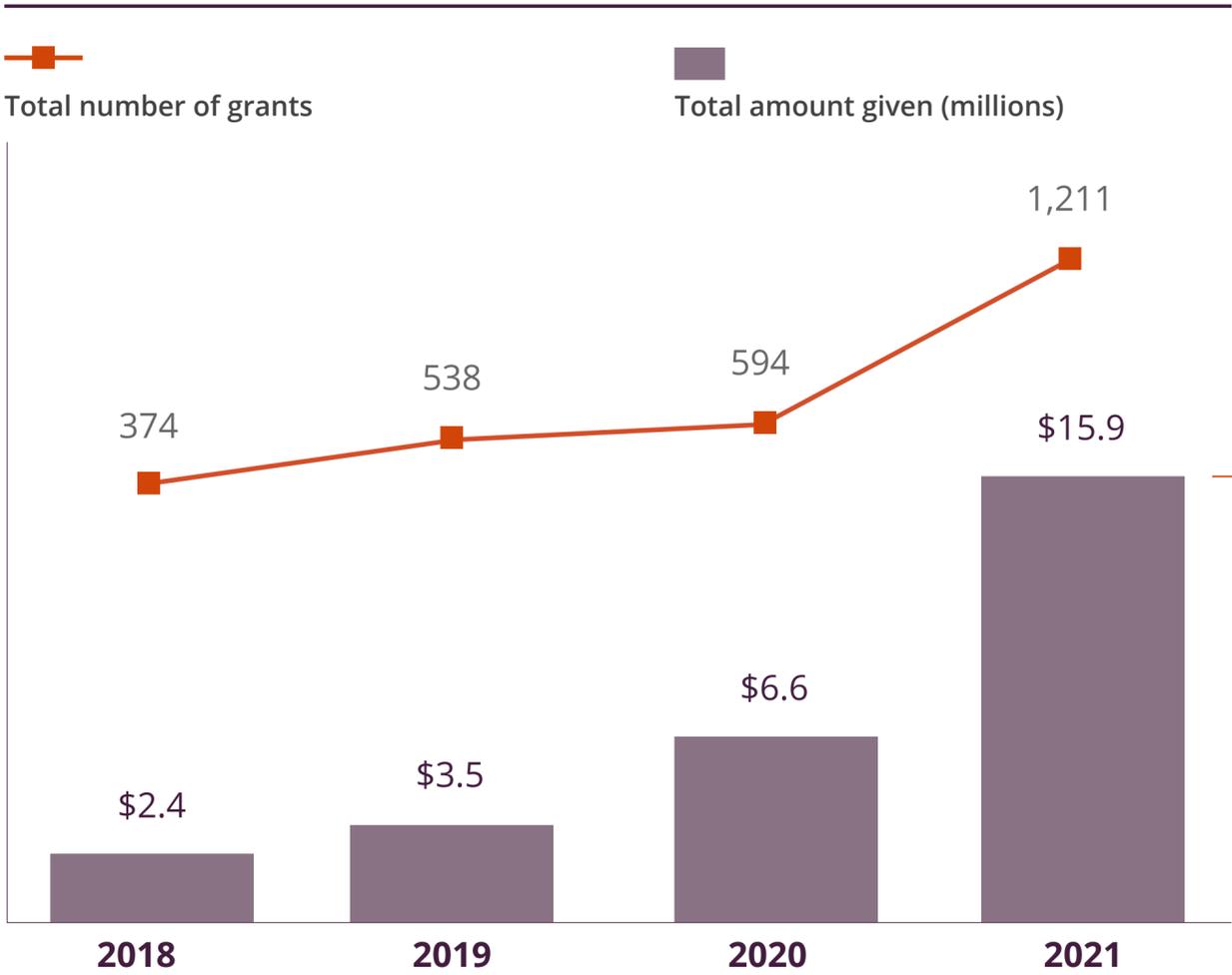


US donors are looking north

In recent years, there has been an exponential increase in the grants that CAF America has disbursed to organizations located within Canada. Below, we have showcased the most compelling trends which exemplify the interest, capacity, and willingness of US donors to support Canadian charitable activity. CAF America, an intermediary grantmaker, can assist you in reaching this evolving potential.

A GROWING TREND

Between May 1, 2020, and April 20, 2021, CAF America’s donors advised 1,211 grants totaling \$15,913,802 to charitable organizations in Canada. With 374 grants disbursed in 2018, this comes at a 552% increase from just four years ago when donors advised \$2,438,705 to Canadian organizations.



A CLOSER LOOK AT 2021



\$15.9m

Amount of grants advised



1,211

Number of grants advised



\$13.1k

Average size of grant advised

Additional insight on US donors

WHAT CAUSES ARE US DONORS SUPPORTING?

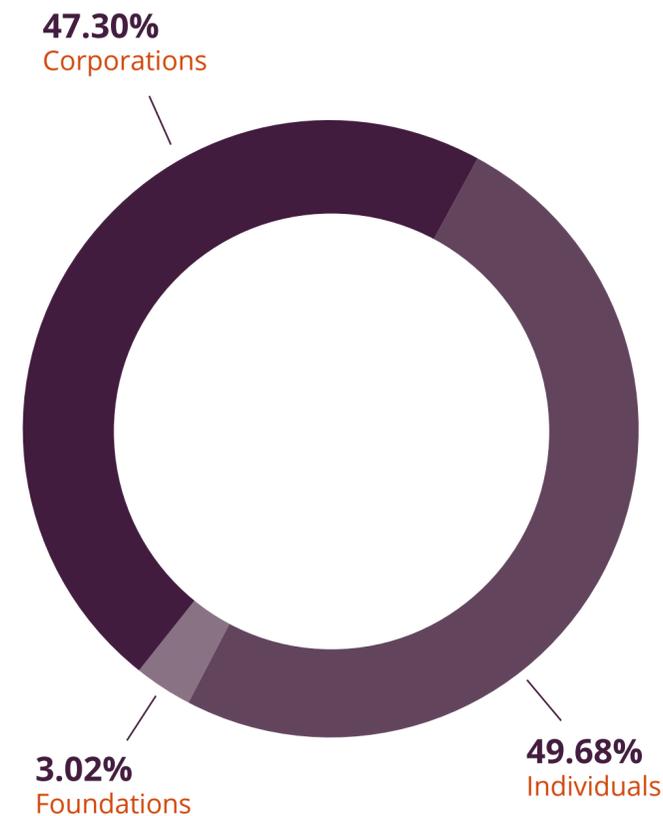
Described as a collection of 17 Sustainable Development Goals (SDGs), the United Nations implemented this global framework as a means to highlight critical interlinked topic areas. CAF America's donors have advised grants to organizations working across all 17 Sustainable Development Goals. From May 2020 to April 2021, however, the 5 SDGs illustrated below received the most support from US donors in terms of the volume of funds.



WHAT TYPES OF US DONORS ARE GIVING?

Nearly 50% of funds disbursed in Canada in FY21 were grants recommended by individuals in the US, while 47% were from US corporations. While the causes supported differ as showcased above, one major trend is the growing interest in programs conducted by Canadian charities.

The Glebe Centre, a nursing home located in Ontario, reported that their relationship with CAF America began with a corporate matching gifts program. This corporate partnership is what led the organization to become eligible with CAF America. Today, the Glebe Centre states that they are the recipient of annual and major gifts from a spectrum of US donors, including individuals and a US corporation.





Artwork that embodies the mission of the Equality Fund. Credit: Paula Champagne

US giving at work in Canada

EQUALITY FUND

The former first lady of South Africa, Graça Machel, previously stated that **“Gender equality is the goal that will help abolish poverty, that will create more equal economies, fairer societies, and happier men, women, and children.”** [The Equality Fund](#), a Canadian organization, embodies this principle, claiming that all around the world, feminist movements are building solutions to the most critical problems of our time. While society moves forward, however, these movements remain starved of the flexible, unrestricted, multi-year resources needed to accelerate global change.

In response, the Equality Fund is building the largest self-sustaining fund for gender equality worldwide, and in the past two years they have received over **US\$2.5 million** through their [Friends Fund](#) with CAF America. During this period of growth, the organization reported that they’ve seen a significant increase in their capacity to carry out their programs and activities. By using these funds, the organization **increased their grantmaking to women’s rights organizations and feminist movements, joined discussions with international forums on feminist funding**, and mobilized new international and Canadian sources of funding in support of women, girls, and non-binary people globally.

Erin Campeau, based in Toronto, is a Development Officer at the Equality Fund and has closely supported the organization’s partnership with CAF America. She stresses the impact that receiving funds from US donors has made on their global grantmaking portfolio.

CAF America: How has your partnership with CAF America played a role in the growth your organization has seen in the past two years?

Erin Campeau: In order to truly stand with global feminist movements and women worldwide, we need to **shift power on a global scale**, extending well beyond Canada’s borders. We believe that everyone deserves to connect with their personal legacies in order to actively promote a more **gender-equal world**. Working with CAF America has allowed us to more meaningfully engage with **US-based philanthropists** who are interested in joining us in partnership.

CAF America: How has your work with US donors and the contributions you’ve received impacted the Equality Fund’s ability to scale up its grantmaking?

Erin Campeau: Philanthropy plays an especially crucial role in our organization as we continue to build our gender-lens investment portfolio. While our investment strategy ensures the sustainability and scalability of the fund into the future, **our donor partners are funding the urgent needs of feminist movements**, today. Right now we have a large number of US-based donor partners who have joined us in **shifting power to feminist leaders** by fundamentally shifting the way that money flows to women’s rights organizations and feminist movements. Their gifts have **directly supported our global grantmaking portfolio** and have allowed us to partner with a growing number of organizations across a growing geographical area. At the same time, and as previously mentioned, our goal is to build a global fund and to make philanthropy for gender justice accessible to more people. **CAF America has directly impacted the ease with which we are able to partner with US-based donors**, which is helping to meet this secondary goal.

In response to the COVID-19 pandemic, the Equality Fund was able to implement their **first ever emergency response fund**, which supported 18 grantee partners that were facing dire situations due to the impact of the pandemic. **A further 72 organizations were awarded grants** through the launch of their first global call for proposals, the Catalyze grantmaking stream. This is only phase one of four planned funding streams that will provide **direct support to international women’s rights and feminist organizations**. This launch resulted in the creation of a powerful new community of grantee partners working at the intersections of gender justice and Indigenous rights, LGBTQI+ rights, racial and economic justice, and peace and security, among other pressing issues facing their communities.

Additional insight on US donors

WHERE ARE US DONORS GIVING?

Through CAF America, US donors were able to reach a variety of Canadian cities from May 2020 to April 2021, as displayed here. CAF America was able to facilitate grants to not only such diverse locations, but we were able to successfully grant to organizations of all sizes and backgrounds. For example, a church established in Ontario was the beneficiary of the largest grant within this period, receiving a donor advised gift of \$5,446,000.

HOW CAN CAF AMERICA HELP YOU

Our experts at CAF America are prepared to assist you in exploring how you can reach US donors, a market with ever growing interest in Canadian charitable activity. With grants at work in over 120 countries around the world, we are constantly looking for new opportunities and ways in which we can help further the charitable goals of the organizations we work with. Please contact info@cafamerica.org if you would like to learn more about how your organization can tap into this rich potential.



CAF America advised \$15,913,802 to organizations throughout Canada between May 1, 2020, and April 20, 2021.



About CAF America

CAF America is a 501(c)(3) public charity and intermediary for international and domestic donor-advised grantmaking. In the past 5 years we have issued \$532 million in donor advised grants to thousands of charities in 120 countries. In addition to these grantmaking activities, we offer a full range of services for all types of philanthropic activities.

To learn more about CAF America's bespoke services, Contact us at info@cafamerica.org or call our office at **+1 202 793 2232**.



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